

## BRIAN B. GALBREATH

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Chicago, IL | [LinkedIn.com/in/BGalbreath](https://www.linkedin.com/in/BGalbreath) | 815.975.8677 | [contact@BGalbreath.Design](mailto:contact@BGalbreath.Design) | [BGalbreath.Design](http://BGalbreath.Design)

### ART DIRECTOR | SENIOR DESIGNER

#### Reduce Cost | Increase Value

Qualified, experienced, and proficient creative professional. Provides striking visual solutions to business problems. Organized, efficient, and detail-oriented problem-solver. Reduces expenditure and exceeds key performance indicators. Results-driven and customer-focused communicator. Effectively conveys complex ideas to achieve desired outcomes.

### SKILLS

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Top 5% of all Creative Cloud 2020 Testers: Adobe XD, After Effects, Dreamweaver, Illustrator, InDesign, Photoshop

### SELECTED EXPERIENCE

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**Creative Project Manager** | Discover Financial Services Riverwoods, IL | 2018–Present

Managed and designed all department creative projects, including animations, emails, graphics, guides, logos, and presentations; developed visual style of all department creative materials, including branding and templates

- Increased click rate for Business Technology newsletter to 7%
- Increased training program registrations

**Regional Marketing Graphic Designer** | Hub International Chicago, IL | 2018

Designed social media, print, and web advertisements; emails, and presentations

**Senior Digital Marketing Designer** | American Bar Association Chicago, IL | 2016–2018

Designed social media, print, and web advertisements; interactive forms, and microsites

- Increased Member Group joins through Happy Bar Birthday email campaign
- Increased Student to Lawyer membership conversions through Student2Lawyer.com

**Art Director** | Center on Halsted Chicago, IL | 2013–2016

Developed visual style and overall design of all agency creative materials

- Increased direct mail conversion rate for Human First gala to 12%
- Increased individual giving for On the Red Carpet development event

### ADDITIONAL EXPERIENCE

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**Art Director/Senior Designer** | [BGalbreath.Design](http://BGalbreath.Design) Chicago, IL

Art directed campaigns for Corona, Edward Jones, Hilton Hotels & Resorts, and Porsche; designed graphics for Amazon, American Medical Association, Aon, DeVry University, GE, Gensler, K&G, Make-A-Wish Foundation, McDonald's, Men's Wearhouse, Moore's, NBBJ, Perkins+Will, and Wrangler

### EDUCATION

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**Bachelor of Science, Graphic Design** | The Art Institute of California—San Francisco San Francisco, CA

**Bachelor of Science, Multimedia/Web Design** | The Illinois Institute of Art—Schaumburg Schaumburg, IL

### CERTIFICATIONS

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**UX Design Theory, UX Design Strategy, UI Design Principles** | Udemy San Francisco, CA

### ASSOCIATIONS

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**Supporter Member** | American Institute of Graphic Artists, Chicago Chapter Chicago, IL